

# AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

*FIRST-TIME VISITOR*

*REPEAT VISITOR*



## AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

**FIRST-TIME VISITORS:** Close to 38 percent of the visitors who arrived by air in 2002 were first-time visitors to the islands, down 1.6 percent from the previous year. About 61 percent of these visitors arrived on domestic flights while the remainder came from foreign destinations.

First-time visitors comprised 46.6 percent of the Japanese market and 41.9 percent of the Canadian market but accounted for the majority of the smaller European (64.1%), Other Asia (68.9%) and Latin America (66.0%) markets (TABLES 20-24).

Only 37.6 percent traveled as true independent while most purchased either group or package tour accommodations. Nearly 78 percent of all first time visitors stayed in hotels. Oahu was the most popular destination, visited by 76.2 percent of the first timers to the State. About 32 percent visited Maui, 18.5 percent visited the Big Island and 15.6 percent visited Kauai.

First time visitors stayed the longest on Oahu (6.41 days), followed by Maui (5.86 days), the Big Island (5.20 days), Kauai (5.10 days), Lanai (4.38 days) and Molokai (3.75 days). Most (85.3%) visited the islands for pleasure.

**REPEAT VISITORS:** The number of repeat visitors in 2002 rose 3.3 percent to comprise 62.3 percent of total arrivals by air in the state. (TABLE 2). Over half (61.5%) were independent travelers. The majority of the repeat visitors were from the U.S West where 76.5 percent reported that they have been to the islands before. (TABLE 11). Repeat visitors accounted for 52.9 percent of U.S. East arrivals (TABLE 13), 53.4 percent of Japanese arrivals and 58.1 percent of Canadian arrivals in 2002.

Nearly 62 percent of all repeat visitors went to Oahu, 32.7 percent visited Maui, 20.0 percent went to the Big Island and 15.9 percent went to Kauai. Repeat visitors stayed the longest on Maui (7.89 days), followed by Oahu (7.59 days), the Big Island (7.27 days), Kauai (6.98 days), Lanai (4.83 days) and Molokai (5.15 days).

62.3 percent of repeat visitors chose hotels for their accommodations, 19.8 percent stayed in condominiums, 11.3 percent stayed with friends and relatives and 7.1 percent stayed in timeshare properties. The majority (79.1%) returned to Hawaii for vacation and pleasure, 9.9 percent to visit friends or relatives and 6.6 percent for meetings, conventions and incentives. .

**TABLE 33: First-Time Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	20,610,609	20,544,584	0.3%	14,535,148	13,783,178	5.5%	6,075,461	6,761,406	-10.1%
Total Visitors	2,411,780	2,451,968	-1.6%	1,472,866	1,452,726	1.4%	938,914	999,242	-6.0%
<b>PARTY SIZE</b>									
One	417,636	467,939	-10.7%	313,557	321,586	-2.5%	104,080	146,353	-28.9%
Two	1,025,910	1,059,534	-3.2%	710,636	704,512	0.9%	315,274	355,022	-11.2%
Three or more	968,234	924,495	4.7%	448,674	426,628	5.2%	519,560	497,867	4.4%
Avg Party Size	2.13	2.06	3.4%	1.89	1.86	1.4%	2.52	2.36	6.9%
<b>VISIT STATUS</b>									
First-Time	2,411,780	2,451,969	-1.6%	1,472,866	1,452,726	1.4%	938,914	999,242	-6.0%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	545,109	589,927	-7.6%	176,527	183,760	-3.9%	368,582	406,167	-9.3%
Package	1,457,607	1,472,712	-1.0%	701,811	666,202	5.3%	755,796	806,510	-6.3%
Group Tour & Pkg	497,744	537,572	-7.4%	147,091	152,608	-3.6%	350,653	384,964	-8.9%
True Independent	906,807	926,901	-2.2%	741,619	755,372	-1.8%	165,188	171,529	-3.7%
<b>ISLANDS VISITED</b>									
Oahu	1,838,428	1,873,639	-1.9%	959,459	946,277	1.4%	878,969	927,361	-5.2%
Maui County	791,711	806,683	-1.9%	632,079	618,403	2.2%	159,632	188,280	-15.2%
...Maui	772,017	791,861	-2.5%	621,265	608,076	2.2%	150,752	183,785	-18.0%
...Molokai	28,193	28,768	-2.0%	18,783	21,225	-11.5%	9,410	7,543	24.8%
...Lanai	29,692	33,529	-11.4%	22,551	28,824	-21.8%	7,141	4,705	51.8%
Kauai	375,416	389,920	-3.7%	306,723	309,588	-0.9%	68,693	80,332	-14.5%
Big Island	447,111	439,533	1.7%	307,077	295,296	4.0%	140,034	144,237	-2.9%
...Hilo	199,798	173,984	14.8%	136,106	122,523	11.1%	63,692	51,461	23.8%
...Kona	356,303	379,144	-6.0%	239,268	254,670	-6.0%	117,035	124,474	-6.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.41	6.28	2.1%	7.19	6.90	4.2%	5.56	5.64	-1.5%
Maui (days)	5.86	5.75	1.9%	6.21	6.09	1.9%	4.41	4.62	-4.7%
Molokai (days)	3.75	3.02	24.2%	4.35	3.34	30.4%	2.56	2.14	20.0%
Lanai (days)	4.38	3.53	23.9%	4.38	3.68	18.9%	4.38	2.62	66.8%
Kauai (days)	5.10	4.90	4.1%	5.45	5.34	2.2%	3.51	3.19	10.1%
Big Island (days)	5.20	5.61	-7.2%	5.70	5.71	-0.2%	4.10	5.38	-23.9%
...Hilo (days)	3.04	3.06	-0.7%	3.35	3.31	1.1%	2.38	2.47	-3.6%
...Kona (days)	4.82	5.04	-4.3%	5.42	5.03	7.6%	3.61	5.05	-28.6%
Statewide (days)	8.55	8.38	2.0%	9.87	9.49	4.0%	6.47	6.77	-4.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,872,979	1,880,441	-0.4%	1,023,446	980,134	4.4%	849,533	900,307	-5.6%
...Hotel Only	1,701,191	1,754,654	-3.0%	886,886	883,677	0.4%	814,305	870,977	-6.5%
Condo	261,465	263,483	-0.8%	208,729	203,555	2.5%	52,737	59,928	-12.0%
...Condo Only	191,333	213,060	-10.2%	157,673	163,894	-3.8%	33,660	49,166	-31.5%
Timeshare	107,981	100,624	7.3%	96,865	88,290	9.7%	11,115	12,334	-9.9%
...Timeshare Only	77,700	78,650	-1.2%	72,299	69,758	3.6%	5,401	8,891	-39.3%
Apartment	15,862	26,739	-40.7%	10,324	20,309	-49.2%	5,538	6,430	-13.9%
Bed & Breakfast	30,618	29,706	3.1%	24,122	24,855	-3.0%	6,496	4,850	33.9%
Cruise Ship	102,995	71,936	43.2%	92,643	66,213	39.9%	10,352	5,723	80.9%
Friends or Relatives	136,409	132,438	3.0%	111,605	114,445	-2.5%	24,805	17,992	37.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,055,953	2,040,971	0.7%	1,217,620	1,182,923	2.9%	838,333	858,048	-2.3%
...Honeymoon/Get Married (Net)	454,162	335,732	35.3%	171,265	161,560	6.0%	282,897	174,172	62.4%
MC&I (Net)	152,773	164,040	-6.9%	108,389	116,203	-6.7%	44,384	47,837	-7.2%
.....Convention/Conf.	90,041	96,186	-6.4%	70,629	71,608	-1.4%	19,413	24,577	-21.0%
.....Corp. Meetings	26,867	32,049	-16.2%	17,769	23,278	-23.7%	9,098	8,771	3.7%
.....Incentive	40,048	37,803	5.9%	22,295	22,477	-0.8%	17,753	15,326	15.8%
Other Business	58,413	50,328	16.1%	42,754	37,752	13.2%	15,659	12,576	24.5%
Visit Friends/Relatives	116,150	97,915	18.6%	91,608	80,420	13.9%	24,542	17,496	40.3%
Government/Military	28,906	24,324	18.8%	18,904	16,519	14.4%	10,002	7,805	28.1%
Attend School	10,675	10,700	-0.2%	5,161	6,127	-15.8%	5,514	4,572	20.6%

Source: DBEDT

**TABLE 34: Repeat Visitor Characteristics: 2002 vs. 2001**  
(Arrivals by air)

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	39,456,704	37,903,898	4.1%	31,238,676	29,324,028	6.5%	8,218,028	8,579,869	-4.2%
Total Visitors	3,977,278	3,851,823	3.3%	2,885,984	2,771,595	4.1%	1,091,294	1,080,228	1.0%
<b>PARTY SIZE</b>									
One	716,283	745,904	-4.0%	583,489	578,157	0.9%	132,794	167,747	-20.8%
Two	1,530,256	1,523,162	0.5%	1,219,226	1,196,466	1.9%	311,030	326,696	-4.8%
Three or more	1,730,739	1,582,757	9.3%	1,083,268	996,972	8.7%	647,471	585,785	10.5%
Avg Party Size	2.13	2.06	3.1%	1.97	1.94	1.4%	2.55	2.38	7.2%
<b>VISIT STATUS</b>									
Repeat	3,977,278	3,851,823	3.3%	2,885,984	2,771,595	4.1%	1,091,294	1,080,228	1.0%
Average # of Trips	6.45	6.43	0.2%	6.93	6.93	0.0%	5.15	5.15	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	491,215	490,248	0.2%	145,821	149,934	-2.7%	345,394	340,315	1.5%
Package	1,475,557	1,410,043	4.6%	776,014	706,535	9.8%	699,543	703,509	-0.6%
Group Tour & Pkg	435,847	436,083	-0.1%	112,294	114,216	-1.7%	323,553	321,867	0.5%
True Independent	2,446,353	2,387,614	2.5%	2,076,443	2,029,343	2.3%	369,910	358,272	3.2%
<b>ISLANDS VISITED</b>									
Oahu	2,437,649	2,383,896	2.3%	1,463,710	1,433,007	2.1%	973,939	950,889	2.4%
Maui County	1,347,716	1,297,795	3.8%	1,138,024	1,067,557	6.6%	209,692	230,238	-8.9%
...Maui	1,301,035	1,256,906	3.5%	1,103,786	1,032,885	6.9%	197,249	224,021	-12.0%
...Molokai	46,941	41,465	13.2%	34,369	31,087	10.6%	12,572	10,377	21.2%
...Lanai	51,183	51,376	-0.4%	41,882	43,958	-4.7%	9,301	7,417	25.4%
Kauai	630,482	618,778	1.9%	543,190	529,780	2.5%	87,292	88,998	-1.9%
Big Island	796,202	742,019	7.3%	611,603	573,319	6.7%	184,599	168,700	9.4%
...Hilo	248,651	213,361	16.5%	182,316	163,636	11.4%	66,335	49,725	33.4%
...Kona	677,311	648,637	4.4%	517,273	501,331	3.2%	160,037	147,305	8.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.59	7.61	-0.2%	8.38	8.23	1.8%	6.40	6.67	-4.0%
Maui (days)	7.89	7.79	1.3%	8.28	8.16	1.4%	5.72	6.08	-5.9%
Molokai (days)	5.15	5.30	-2.9%	5.97	6.17	-3.2%	2.91	2.70	7.6%
Lanai (days)	4.83	5.53	-12.6%	5.11	5.88	-13.1%	3.58	3.44	4.1%
Kauai (days)	6.98	6.98	0.0%	7.52	7.43	1.2%	3.61	4.30	-16.1%
Big Island (days)	7.27	7.37	-1.3%	8.02	8.10	-1.1%	4.82	4.89	-1.4%
...Hilo (days)	4.46	4.92	-9.4%	4.93	5.27	-6.4%	3.15	3.76	-16.3%
...Kona (days)	6.92	6.80	1.8%	7.74	7.55	2.5%	4.25	4.23	0.5%
Statewide (days)	9.92	9.84	0.8%	10.82	10.58	2.3%	7.53	7.94	-5.2%
<b>ACCOMMODATIONS</b>									
Hotel	2,479,255	2,353,286	5.4%	1,607,869	1,503,620	6.9%	871,386	849,666	2.6%
...Hotel Only	2,204,027	2,134,226	3.3%	1,381,455	1,329,362	3.9%	822,572	804,864	2.2%
Condo	786,695	778,533	1.0%	644,911	617,695	4.4%	141,783	160,839	-11.8%
...Condo Only	630,501	659,102	-4.3%	523,099	524,601	-0.3%	107,402	134,501	-20.1%
Timeshare	282,803	251,325	12.5%	266,985	234,486	13.9%	15,818	16,838	-6.1%
...Timeshare Only	211,097	197,494	6.9%	202,288	186,074	8.7%	8,809	11,419	-22.9%
Apartment	28,392	46,429	-38.8%	20,101	38,860	-48.3%	8,291	7,570	9.5%
Bed & Breakfast	39,248	41,194	-4.7%	33,734	35,182	-4.1%	5,514	6,012	-8.3%
Cruise Ship	89,286	63,808	39.9%	78,104	55,258	41.3%	11,182	8,550	30.8%
Friends or Relatives	451,284	425,301	6.1%	379,933	370,722	2.5%	71,351	54,579	30.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,146,770	2,982,648	5.5%	2,224,497	2,091,024	6.4%	922,273	891,624	3.4%
...Honeymoon/Get Married (Net)	242,136	164,048	47.6%	100,196	91,694	9.3%	141,940	72,354	96.2%
MC&I (Net)	263,463	259,603	1.5%	215,388	215,157	0.1%	48,075	44,446	8.2%
.....Convention/Conf.	164,865	156,098	5.6%	139,578	133,088	4.9%	25,288	23,010	9.9%
.....Corp. Meetings	54,130	63,032	-14.1%	45,893	53,268	-13.8%	8,237	9,764	-15.6%
.....Incentive	49,659	44,013	12.8%	34,484	31,239	10.4%	15,175	12,774	18.8%
Other Business	180,660	160,037	12.9%	150,547	139,378	8.0%	30,113	20,660	45.8%
Visit Friends/Relatives	393,263	337,235	16.6%	323,879	280,680	15.4%	69,384	56,555	22.7%
Government/Military	68,534	56,837	20.6%	49,025	43,436	12.9%	19,509	13,401	45.6%
Attend School	13,800	13,225	4.3%	7,250	8,235	-12.0%	6,551	4,990	31.3%